

| Ref # | Hits   | Search Query  | DBs                    | Default Operator | Plurals | Time Stamp       |
|-------|--------|---|------------------------|------------------|---------|------------------|
| S1    | 59     | ("5105184"   "5305195"   "5347632"   "5515098"   "5572643"   "5740549").PN. OR ("5974451").URPN.  | US-PGPUB; USPAT; USOCR | OR               | OFF     | 2005/11/30 08:52 |
| S2    | 122561 | map   | USPAT                  | OR               | ON      | 2005/11/29 15:00 |
| S3    | 241    | graphical adj map   | USPAT                  | OR               | ON      | 2005/11/29 15:00 |
| S4    | 217    | S3 and (display or print)   | USPAT                  | OR               | ON      | 2005/11/29 15:00 |
| S5    | 180    | S4 and (retail\$2 or store or shop)   | USPAT                  | OR               | ON      | 2005/11/29 15:01 |
| S6    | 52     | S5 and (advertis\$6 or promotion or incentive or coupon)  | USPAT                  | OR               | ON      | 2005/11/29 15:01 |
| S7    | 64     | ("4733356"   "4796191"   "4954958"   "5025261"   "5043902"   "5072395"   "5172321"   "5239700"   "5243528"   "5278759"   "5311195"   "5311434"   "5323321"   "5334986"   "5452212"   "5475599"   "5504482"   "5515284"   "5539645"   "5543789"   "5559551"   "5559707"   "5563607"   "5565874"   "5587911"   "5598534"   "5604676"   "5610821"   "5612881"   "5635953"   "5638280"   "5642106"   "5648768"   "5648769"   "5651056"   "5659476"   "5774824"   "5794164"   "5802492"   "5808566"   "5848373"   "5875412"   "5922041"   "5924075"   "5948040"   "5951620"   "5959577"   "5987381"   "6009403"   "6028537"   "6032089"   "6070124"   "6073075"   "6075467"   "6076041"   "6104338"   "6124826"   "6131064"   "6169515"   "6216086"   "6249767"   "6324404"   "6324472"   "6381535").PN. | US-PGPUB; USPAT; USOCR | OR               | OFF     | 2005/11/29 15:12 |
| S8    | 153160 | coupon or incentive or promotion or advertis\$6   | US-PGPUB; USPAT; USOCR | OR               | ON      | 2005/11/29 15:13 |
| S10   | 9432   | location adj based  | US-PGPUB; USPAT; USOCR | OR               | ON      | 2005/11/29 15:13 |
| S11   | 266    | S8 near5 S10  | US-PGPUB; USPAT; USOCR | OR               | ON      | 2005/11/29 15:15 |
| S12   | 12513  | (retail or convenient)adj store   | US-PGPUB; USPAT; USOCR | OR               | ON      | 2005/11/29 15:15 |
| S15   | 6      | S11 and S12   | USPAT                  | OR               | OFF     | 2005/11/29 15:16 |

|     |      |  |                              |    |     |                  |
|-----|------|--|------------------------------|----|-----|------------------|
| S17 | 2007 | rest adj area  | US-PGPUB;<br>USPAT;<br>USOCR | OR | ON  | 2005/11/30 08:52 |
| S18 | 1357 | S17 and (maps or directions)   | US-PGPUB;<br>USPAT;<br>USOCR | OR | ON  | 2005/11/30 08:53 |
| S19 | 22   | S18 and (coupon or incentive or discount)  | US-PGPUB;<br>USPAT;<br>USOCR | OR | ON  | 2005/11/30 08:53 |
| S20 | 10   | ("3614727"   "4255619"   "4359631"<br>  "4491690"   "4720849"  <br>"4752876"   "4805119"   "4905163"<br>  "4922439"   "5021961").PN. OR<br>("6922155").URPN. | US-PGPUB;<br>USPAT;<br>USOCR | OR | OFF | 2005/11/30 10:05 |
| S23 | 1    | "6961710".pn.  | US-PGPUB;<br>USPAT;<br>USOCR | OR | OFF | 2005/11/30 09:02 |
| S24 | 1    | "5619558".pn.  | US-PGPUB;<br>USPAT;<br>USOCR | OR | OFF | 2005/11/30 09:09 |
| S25 | 0    | 11-126021  | JPO                          | OR | OFF | 2005/11/30 09:09 |
| S26 | 0    | 11-126021.pn.  | JPO                          | OR | OFF | 2005/11/30 09:09 |
| S27 | 1    | "11126021".pn.   | JPO                          | OR | OFF | 2005/11/30 09:09 |
| S28 | 36   | S18 and pda  | US-PGPUB;<br>USPAT;<br>USOCR | OR | OFF | 2005/11/30 10:06 |
| S29 | 8    | S28 and (coupon or incentive or reward or promotion)   | US-PGPUB;<br>USPAT;<br>USOCR | OR | ON  | 2005/11/30 13:47 |
| S31 | 1    | "5948040".pn.  | USPAT                        | OR | OFF | 2005/11/30 13:56 |
| S32 | 1    | S31 and (incentive or discount or coupon or offer)   | USPAT                        | OR | ON  | 2005/11/30 13:56 |